

Sport/Voetbalmagazine + Sport/Foot Magazine

		Universe 12+	Sport/Voetbal + Sport/Foot
Reach		9.721.896	496.657
Language	French	44,2%	49,1%
	Dutch	55,8%	50,9%
Gender	Men	48,9%	84,7%
	Women	51,1%	15,3%
Age	12-17 years	7,6%	15,8%
	18-24 years	9,5%	15,2%
	25-34 years	14,9%	18,1%
	35-44 years	15,2%	17,5%
	45-54 years	16,4%	13,0%
	55-64 years	14,9%	10,3%
	65-74 years	11,1%	5,5%
	75+ years	10,3%	4,6%
MRP	Main Responsible for Purchase: yes	63,8%	47,5%
Education level	Elementary Level	12,6%	13,8%
	Lower Secondary	17,0%	18,7%
	Higher Secondary	38,7%	41,6%
	College & University	31,7%	25,9%
Profession	Active	47,3%	49,8%
	Entrepreneurs & liberal profession	6,1%	4,3%
	Executives	4,3%	3,6%
	Employee	24,0%	19,9%
	Skilled / Unskilled Labourer	12,9%	22,0%
	Housewife	4,8%	2,0%
	Retired	24,1%	12,1%
	Student	14,9%	25,9%
	Unemployed + Other	8,9%	10,1%
Household	With children	29,7%	35,2%
	Grandparents yes	27,4%	15,0%
	Grandchild(ren) <15y.old	19,7%	11,7%
Social Groups	Social groups 1	13,7%	12,1%
	Social groups 2	10,0%	10,0%
	Social groups 3	12,9%	13,9%
	Social groups 4	12,4%	12,5%
	Social groups 5	10,5%	13,6%
	Social groups 6	12,5%	11,7%
	Social groups 7	12,6%	13,3%
	Social groups 8	12,7%	9,2%
	Social groups 1-2	23,6%	22,1%
	Social groups 1-3	36,5%	36,1%
	Social groups 1-4	48,9%	48,5%
	Social groups 5-8	48,3%	47,7%

Source: CIM NRS 2017-2018, Paper + Digital versions